

Department of Communication Studies & Research

Rani Durgavati University, Jabalpur

B.A. (HONS) IN MASS COMMUNICATION

First Semester

Syllabus

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A

Course	Subject	Credit	Theory	CCE	Total Marks
Course 1	English	05	60	40	100
Course 2	Hindi	05	60	40	100
Course 3	Introduction to mass Communication	05	60	40	100
Course 4	History of Media	05	60	40	100
Course 5	Practical & Viva-Voce	04	60	40	100
		24	300	200	500

COMPONENT - B - CCE

Marks

1.	Course - 1	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

2.	Course - 2	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

3.	Course - 3	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

4.	Course - 4	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

5.	Course - 5	1. Assignment in each Course	30
		2. Field Visit	10

Total – 40

B.A. Mass Communication First Semester

Course 1

English

Credit – 05

Marks- 60

Unit 1

*Sentences: Simple, Compound, Complex, Assertive, Interrogative, Imperative, And Exclamatory.

*Articles: use of A, An & The.

*Parts of speech: Exercise: with examples.

Unit 2

*Tenses; simple present, progressive perfect, present perfect, progressive along with past and indications of futurity.

*Reported; will, shall, should, would and other speech models.

*Voice; Active and passive

Unit 3

*Comprehension; Reading, Writing

*Synonyms and Antonyms

*Language of Newspaper

Unit 4

*Essay writing; use of difficult words in creative writing, Paragraph writing, letter writing.

Unit 5

*Idioms and their use, Prominent English books, authors and awards.

B.A. Mass Communication First Semester

Course 2 Hindi

Credit – 05
Marks- 60

Unit 1

* वर्णमाला एवं व्याकरण, बोली एवं भाषा

*हिन्दी भाषा की विकास यात्रा

*व्याकरण: संज्ञा, सर्वनाम, क्रिया, विशेषण, क्रिया विशेषण, अव्यय और काल

Unit 2

* शब्द एवं शब्द भंडार, शब्दों का वर्गीकरण, समानार्थी, विलोम, पर्यायवाची, अनेकार्थी शब्द.

*वाक्य रचना, अनुच्छेद, गद्य-पद्य, नाटक, शुद्ध एवं अशुद्ध शब्द, मुहावरें एवं लोकोक्तियां

Unit 3

*हिन्दी में प्रभावी लेखन एवं उसकी विशेषताएँ, निबंध लेखन, अनुच्छेद लेखन, पत्र लेखन एवं आवेदन लेखन, संक्षिप्त लेखन।

Unit 4

*प्रयोजनमूलक हिन्दी का अभिप्राय एवं विशेषताएँ, प्रयोजनमूलक हिन्दी के विविध रूप।

हिन्दी एवं उसकी पारिभाषा, शब्दावली : प्रशासनिक, वैज्ञानिक, कला, सूचना प्रौद्योगिकी, जनमाध्यम।

Unit 5

*हिन्दी साहित्य का संक्षिप्त इतिहास, कालखंड, प्रमुख पुस्तकें और लेखक, प्रमुख सम्मान-पुरस्कार।

*हिन्दी के विकास में योगदान देने वाली प्रमुख संस्थाएँ।

*साहित्य एवं जन माध्यमों की भाषा ।

*प्रमुख पुस्तकें

परिस्कृत हिन्दी व्याकरण- बद्रीनाथ कपूर

हिन्दी भाषा की ध्वनि संरचना- भोलानाथ तिवारी

हिन्दी प्रषिक्षण – डॉ. राममंगल पांडे

संचार माध्यमों में हिन्दी- चंद्र कुमार

आधुनिक जनसंचार और हिन्दी- प्रो. हरिमोहन

हिन्दी भाषा अतीत से आज तक- डॉ. विजय अग्रवाल

हिन्दी रचना और प्रयोग भाग 1- प्रो. गणेशदत्त त्रिपाठी

हिन्दी व्याकरण और रचना- डॉ. अर्जुन तिवारी

हिन्दी साहित्य का इतिहास – आचार्य, रामचन्द्र शुक्ल

B.A. Mass Communication First Semester

Course 3 Introduction to Mass Communication

**Credit – 05
Marks- 60**

Unit 1

Communication: Meaning, Definition, Nature, Scope Communication: characteristics, Process, Importance of communication.

Unit 2

Types of communication

Difference between communication & Mass Communication

Use of communication.

Unit 3

Various Medium of communication: Traditional media, Newspaper, Book, Magazine, Mobile, Television, Films, Internet, satellite, Digital, other media.

Unit 4

Models of communication and mass communication- Lass well's, Shannon Weaver and Osgood.

Unit 5

Mass media and modern society, Mass media and democracy.

Reading list

1. Communication C.S. Rayadu,
(Himalaya Publishing House, Mumbai)
2. Perspective Human Communication Aubrey B Fisher
(Macmillan Publishing Co. New Delhi)
3. Communication-concepts & Process Joseph A Devito
4. Lectures on Mass Communication S Ganesh
5. The Process of Communication David K Berlo
6. Communication Facts & Ideas in Business L. Brown (Prentice Hall)

B.A. Mass Communication First Semester

Course 4 History of Media

**Credit – 05
Marks- 60**

Unit 1

* The Birth of Journalism in India

*Important development in the History of the Indian Press before and after independence (in Brief)

Unit 2

* History of Hindi Journalism

*Main Newspapers, magazines & Personalities

Unit 3

* The Growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and Personalities)

Unit 4

* Development of News agencies in India

* Changing role and nature of the Press

Unit 5

*Inception, growth and future of electronic media

*International Electronic Media

*National, State level & Local Electronic Media

**FIRST SEMESTER
COURSE - 5**

PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voce : 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the Courses of First Semester

There will be Two parts for practical which will be conducted by External and Internal
duely appointed by the university.

1. Course – 1. English
2. Course – 2. Hindi
3. Course – 3. Introduction To Mass Communication
4. Course – 4. History Of Media

Department of Communication Studies & Research

Rani Durgavati University, Jabalpur

B.A. (HONS) IN MASS COMMUNICATION

Second Semester

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

Course	Subject	Credit	Theory	CCE	Total Marks
Course 6	Writing For Mass Media	05	60	40	100
Course 7	Computer Application	05	60	40	100
Course 8	Economic Development & Planning in India	05	60	40	100
Course 9	Public Administration, Society and Media	05	60	40	100
Course 10	Practical & Viva-Voce	04	60	40	100
		24	300	200	500

COMPONENT - B - CCE

Marks

1.	Course - 6	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

2.	Course - 7	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

3.	Course - 8	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

4.	Course - 9	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

5.	Course - 10	1. Assignment in each Course	30
		2. Field Visit	10

Total – 40

B.A. Mass Communication Second Semester

Course 6

Writing For Mass Media

Credit – 05
Marks- 60

Unit 1

- *Introduction to Writing
- *Historical background
- *Elements of language
- *Fundamentals of Writing

Unit 2

- *Characteristics of good Writing
- *Lucidity & Directness
- *Credibility & Objectivity
- *Forms of Writing& Essay, Poetry, Feature, Articles, Novels.

Unit 3

- *Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion
- *Writing Style
- *Translation

Unit 4

- *Art in Writing
- *Art Symbols
- *Situations
- *Aesthetics Sense

Unit 5

- *Data use & handling
- *Preparing Glossary & Index
- *Bibliography

B.A. Mass Communication Second Semester

Course 7

Computer Application for Mass Media

Credit – 05

Marks- 60

Unit I

Introduction to Computers – Block diagram of a computer, History and generation of computers, types of computer – Analog, Digital, Hybrid, parts of computer – hardware & software, input and output devices, Storage Devices, Memory, characteristics of computer, types of software.

Operating System – Introduction, functions, types.

Unit II

Introduction to Windows – features of Windows 95, 98, XP. Internet – Introduction to Internet, usefulness of Internet, Advantages and Disadvantages.

Unit III

MS – Word – Word Processor, various editing features, various menus – File, Edit, View, Insert, Format, Tools, Table, Window, Help and options available, Hyperlink, Header Footer, Mail Merge, Table feature, Inserting Objects, advantages of word processor.

Unit IV

MS – Excel – Spread Sheet, various packages – Lotus 1-2-3, Excel. Features of spread sheet, Inserting chart, Hyperlink, Header and Footer, Data Functions, Goal seek, Pivot Table & Report, Auditing features.

Unit V

MS – PowerPoint – Introduction to PowerPoint, Various types of slides, various animation features, effects, Inserting objects in a slide, various slide show reviewing options, slide design, slide design, slide show, slide Transition.

Suggested References:

1. A first course in computers: Sanjay Saxena
2. Computer Fundamentals: P. K. Sinha
3. Windows 98: Sam Publications
4. Ms – Office: Ron Nasfield, BPB Publications
- 5.

B.A. Mass Communication Second Semester
Course 8
ECONOMIC DEVELOPMENT & PLANNING IN INDIA

Credit – 05
Marks- 60

Unit 1

Economic growth: Meaning & Concept

- *Economic backwardness: concept and Measurements
- *Developing nations- their common characteristics
- *General requirements for economic developments

Unit 2

Various Theories of growth and development

Unit 3

Problems of economic development

- * Population growth and economic development
- * Unemployment, poverty and economic development

Unit 4

Planning and development

- * Origin and growth of economic planning in India
- * Objects and achievements of planning in India
- * Pre-requisites for effective planning in India

Unit 5

Planning and Economic development in India: Strategies and policy

- *Globalization and economic development
- *Problems of rural economy of India and Indian planning
- *Role of media for betterment of planning and proper implementation of development plus in India

B.A. Mass Communication Second Semester

Course 9

PUBLIC ADMINISTRATION, SOCIETY AND MEDIA

Credit – 05

Marks- 60

Unit 1

Concept of administration

- *Administration in historical perspective.
- *What is Public administration?
- *Public administration organizational principles

Unit 2

Composition of administration

- *Personnel administration
- *Recruitment, Promotion, Training.
- *Executive legislative and judicial control over administration.
- *Administration reforming and their impacts.

Unit 3

Forms and areas of administration.

- * Public administration and its character in India.
- *Public undertaking administration.
- *Public administration in India: Administrative tribunals, intelligence administration, Law and order administration.

Unit 4

Administration and society

- *Administration of various levels central, state, district, panchayat raj and gram sarkar
- *Lokpal and lok ayukta
- *Administration and backward society.

Unit 5

- *Press, society and administration
- *Media understanding of administration, coverage and relation.
- *Administration and freedom of press.

SECOND SEMESTER
COURSE - 10

PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voce: 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the Courses of Second Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6. Writing For Mass Media
2. Course – 7. Computer Application
3. Course – 8. Economic Development & Planning In India
4. Course – 9. Public Administration, Society and Media

Department of Communication Studies & Research

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B.A. (HONS) IN MASS COMMUNICATION

Semester III

Syllabus

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

Course	Subject	Credit	Theory	CCE	Total Marks
Course 11	Reporting	05	60	40	100
Course 12	Editing	05	60	40	100
Course 13	Photo Journalism	05	60	40	100
Course 14	Indian Government Politics and International Relations	05	60	40	100
Course 15	Practical & Viva-Voce	04	60	40	100
		24	300	200	500

COMPONENT - B - CCE

Marks

1.	Course - 11	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

2.	Course - 12	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

3.	Course - 13	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

4.	Course - 14	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

5.	Course - 15	1. Assignment in each Course	30
		2. Field Visit	10

Total – 40

B.A. Mass Communication Third Semester

Course 11

REPORTING

Credit – 05

Marks- 60

Unit 1

Journalism: Concept, Types- Citizen Journalism, Embedded Journalism, String Journalism.

Unit 2

* Concept of news, values, Sources of news. News—gathering. Structure of a news report. 5 W & 1 H

Lead: Meaning, Types question lead, suspended interest. Quotation, non—traditional structure of a news report.

Unit 3

* Concept and kinds of beat. Categories of reporters City, special correspondent, Foreign correspondent, stringer, Columnist, function & responsibilities, , follow-up story.

Unit 4

*Headlines: Meaning, Types, Importance of headlines.

Unit 5

*What is an Interview, Types of Interview, Interviewer & its Qualities.

*Press conferences.

*Press Release.

B.A. Mass Communication Third Semester

Course 12 EDITING

**Credit – 05
Marks- 60**

Unit 1

*Concept & Definition of Editing, Importance of Editing.

Unit 2

*Editing Principles of editing elements of Editing, precautionary measures and rules.

Unit 3

*Structure of an editorial department.

Unit 4

*Role of news editor, deputy news editor, chief sub-editor.

*Qualities of a good sub-editor.

Unit 5

* Editing of broadsheet, Tabloid, Magazine.

B.A. Mass Communication Third Semester

Course 13

Photo Journalism

Credit – 05

Marks- 60

Unit 1

1. Photo Journalism its Role & Importance
2. Meaning, Definition of Photography & History of photography
3. Tools of photography
4. Types of Camera (Traditional & Digital)
5. Parts of Camera (Lens, Aperture, Shutter speed, Film).
6. Camera Control & Creativity.
7. About Digital Photography
8. Selecting Image Size & Quality

Unit 2

1. Lighting (Role of Lighting, Different types of lighting & it's uses)
2. Role of subject
3. Quality of Photographs
4. How to take a good picture

Unit 3

1. Development of Photographs
2. Editing & Cropping
3. Composition of Photography
4. Filters

Unit 4

1. Branches of Photography
2. Final finish before printing

Unit 5

1. Use of Printer, Scanner, PAN Drive(Media), CD & DVD Burning

READING LIST :

1. An Introduction to Photo Journalism- (Hicks & Wilson
2. Photo Journalism- The Visual Approach (Hoy.Frank P.)
3. News Course Photography, A Professional view of Photo Journalism. Today, (John Alun)
4. The History of Photography (Newhall.B.)
5. Photography & the La (Durnet. Christopher).
6. Successful Freelance Photo Journalism (Mcintosh. I)
7. Tom Ang : Digital Photography an Introduction
Publisher's Name: Dorling Kindersiey Ltd.
8. फोटो पत्रकारिता-गुलाब कोठारी

B.A. Mass Communication Third Semester

Course 14

Indian Government, Politics and International Relations

Credit – 05

Marks- 60

Unit 1

*Government Formation: State & Central

Unit 2

*Current issues in governance at state and central level of state autonomy in India.

Unit 3

*The electoral system — process

*Panchayatiraj Local & Self governance

Unit 4

*Fundamental problems & solutions of our society.

Unit 5

*UN & its main agencies and their functions: ASEAN. SAARC.

THIRD SEMESTER
COURSE - 15
PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.

The practical will cover all the Courses of Third Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 11. Reporting
2. Course – 12. Editing
3. Course – 13. Photo Journalism
4. Course – 14. Indian Government Politics And International Relations

Department of Communication Studies & Research

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B.A. (HONS) IN MASS COMMUNICATION

Semester IV

Syllabus

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

Course	Subject	Credit	Theory	CCE	Total Marks
Course 16	Advance Reporting	05	60	40	100
Course 17	Advance Editing	05	60	40	100
Course 18	Design & Graphics	05	60	40	100
Course 19	Indian constitution and media law.	05	60	40	100
Course 20	Practical & Viva-voce	04	60	40	100
		24	300	200	500

COMPONENT - B - CCE

Marks

1.	Course - 16	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

2.	Course - 17	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

3.	Course - 18	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

4.	Course – 19	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

5.	Course - 20	1. Assignment in each Course	30
		2. Field Visit	10

Total – 40

B.A. Mass Communication Fourth Semester
Course 16
Advance Reporting

Credit – 05
Marks- 60

Unit 1

***Specialized reporting** : Interpretative, investigative, advocacy, covering sports, science and technology, economics and commerce.

Unit 2

*Rural reporting- agriculture practice, problems, policies, caste, community, rural relation. Development reporting, development Programmes, implementation & impact, feedback, evaluation. Civic reporting- social, cultural, political, seminars, workshop.

Unit 3

*News Bureau : Functions of news bureau, special beats like embassies, ministries, public sector undertakings, national headquarters of political parties.

*Parliamentary reporting : Coverage of the proceedings of Parliament and state legislature, municipal corporations and panchayats.

Unit 4

*Book review, film review, TV programme & cultural reporting.

Unit 5

*News Agencies: Indian and Foreign news agencies

READING LIST

1. Professional Journalism-M.V.Kamath
2. The Complete Reporter-
3. Practice of Journalism (A guide to reporting and writing the News)
4. Reporting & Editing (k.m.srivastav)
5. Modern newspaper(F.W.Hodgson)
6. Editing (Thomas R.Berner)
7. Editing(George T.J.S.)
8. समाचार संपादन-प्रेमनाथ चतुर्वेदी
9. संपादन कला-डॉ. हरिमोहन
- 10.संपादन कला-डॉ. अर्जुन तिवारी
- 11.पत्रकारिता के विविध आयाम-डॉ. वेदप्रताप वैदिक
- 12.संपादन कला-कमल दीक्षित
- 13.संपादन कला-एन.सी. पंत

B.A. Mass Communication Fourth Semester

Course 17 Advance Editing

**Credit – 05
Marks- 60**

Unit 1

*Rewriting the copy of mofussil correspondent, editing political and foreign copy.

Unit 2

* Re-writing, page make-up and layout

Unit 3

*Headlining- principles, types & techniques.

Unit 4

*Photo editing, cropping, composition, colours, caption writing, placements of photographs, photo feature.

Unit 5

*On line editing, word processing spell check, page makeup on computers.

B.A. Mass Communication Fourth Semester

Course 18

DESIGN & GRAPHICS

Credit – 05

Marks- 60

Unit 1

*Brief History of Printing

*Difference between Daily/ Weekly/Fortnightly/Magazines & Newspaper

(A) Style

(B) Format.

Unit 2

*A Brief History of Typography & Composition.

*Kinds of proofs: proof reading symbols, essential qualification of proofreader

Unit 3

*A Brief History of Printing press & Process

*Screen printing: organization and functions of printing department

Unit 4

*Principles of design and lay out

*Photo editing

*Dummy page make-up

*Colours and their production aspects

Unit 5

*Kinds of printing Courses

*Introduction to various types of print publications: Leaflets/ hand bills, booklets and books, folders, posters, brochures / souvenirs, posters.

*Assignments: wall newspaper, house magazines, editing and production of Prayog, visit to Printing press.

B.A. Mass Communication Fourth Semester

Course 19

INDIAN CONSTITUTION & MEDIA LAW

Credit – 05

Marks- 60

Unit 1

- *Salient features of Indian constitution
- *Fundamental Rights
- *Fundamental duties.

Unit 2

- *Laws relating to the freedom & press
- *Right to Information
- *Cinematography Act

Unit 3

- *The working Journalists Act
- *Press & Registration of Books Act
- *Official Secrets Act.

Unit 4

- *Prasar Bharti
- *Press Council
- *Copyright Act.

Unit5

- *Code of Ethics
- *Drug education & Youth
- *Legal Awareness & Lok Adalat

Reading List

The Press in India

The Professional Journalism- John Houeneberg

Journalist Ethics- P. K. Menon

Freedom of Press, some recent Trends-

प्रेस कानून और पत्रकारिता – डॉ. संजीव भानावत

प्रेस विधि- एन के त्रिखा

**FOURTH SEMESTER
COURSE - 20**

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.

The practical will cover all the Courses of Fourth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 16. Advance Reporting
2. Course – 17. Advance Editing
3. Course – 18. Desing & Graphics
4. Course – 19. Indian Constitution And Media Law

Department of Communication Studies & Research

Rani Durgavati University, Jabalpur

B.A. (HONS) IN MASS COMMUNICATION

Semester V

Syllabus

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

Course	Subject	Credit	Theory	CCE	Total Marks
Course 21	Advertising	05	60	40	100
Course 22	Public Relation	05	60	40	100
Course 23	Current Affairs	05	60	40	100
Course 24	Introduction to Audio-Visual Media	05	60	40	100
Course 25	Practical & Viva-Voce	04	60	40	100
		24	300	200	500

COMPONENT - B - CCE

Marks

1.	Course - 21	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

2.	Course - 22	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

3.	Course - 23	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

4.	Course - 24	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

5.	Course - 25	1. Assignment in each Course	30
		2. Field Visit	10

Total – 40

B.A. Mass Communication Fifth Semester

Course 21

Advertising

Credit – 05

Marks- 60

Unit 1

*Advertising design - Importance of Trend. Vocabulary. Basic Principles.

Unit 2

*Product advertising - Advertising strategies: appeals. Advertising spiral.
Market and its segmentation, sales promotion

Unit 3

*Advertising Campaign - The Concept. As Marketing Tool. Definition.
Types and

*General objectives. concept of scheduling.

Unit 4

*Advertising Testing: Importance. Concept of Pre-testing. Post Testing.

*Some Testing Methods.

*Ethics of Advertising: Need, Essence of Code *Ethics: Issues related to
Ethics and Code.

Unit 5

*Advertising Agency: Structure & function, Media Selection- Newspaper,
Magazines, Radio, Television, Media Budget, Role of account Executive.

B.A. Mass Communication Fifth Semester

Course 22

PUBLIC RELATIONS

Credit – 05
Marks- 60

Unit 1

- *Definition of Public relations
- *Nature, Characteristics of Public relations
- *Objectives and functions of Public relations
- *History of Public relations

Unit 2

- *Importance and scope of Public relations
- *Concepts of Internal & External Public
- *Tools of Public relations

Unit 3

- *Media Relations
- *Difference between public relations, Advertising, publicity, propaganda
- * Public relations Campaign.

Unit 4

- * Public relations Process: Research, Planning, Communication and Evaluation
- * Public relations Publicity, Public relations Advertising
- *PRO: Qualities & Duties.

Unit 5

- * Public relations Transfer process.
- * Making of Public relations Advertisement.
- * Making of Corporate or Institutional Advertisement.

B.A. Mass Communication Fifth Semester

Course 23

CURRENT AFFAIRS

Credit – 05
Marks- 60

Unit 1

*Current local Issues

Unit 2

*Current Provincial Issues

Unit 3

*Current National Affairs

Unit 4

*Current Inter Provincial Issues

Unit 5

*Current International Issues

B.A. Mass Communication Fifth Semester

Course 24

INTRODUCTION TO AUDIO-VISUAL MEDIA

Credit – 05

Marks- 60

Unit 1

- * Radio: as a medium of mass communication
 - *Characteristics
 - *Ownership, Listener ship
 - *Types of Microphone & its Placement

Unit 2

- * Layout of Radio studio & its Acoustics
 - *Voice Modulation
 - *Mixers
 - *Sound Editing software (Nuendo, Sound forge)

Unit 3

- *Television: As a medium of mass communication
 - *Camera & its part & mounting devices
 - *Television Language & Grammar
 - *Frame size
 - *Types of shots
 - *Composition
 - *Television Production Process

Unit 4

- *Lighting: Types of Lighting
 - *Directional light, diffused light
 - *Controlling lights
 - *Lighting Techniques
 - *Three Pointing lighting
 - *Four Pointing lighting
 - *Concept of Imaginary Line

Unit 5

- *Equipment Layout in TV studio
 - Chroma Key, Microphones, Vision Mixers
 - *Principles of Editing
 - *Types of cuts & Continuity
 - *Video Editing Software (Adobe Premiere Pro)

**FIFTH SEMESTER
COURSE - 25**

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voce: 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the Courses of Fifth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 21. Advertising
2. Course – 22. Public Relation
3. Course – 23. Current Affairs
4. Course – 24. Introduction to Audio- Visual Media

Department of Communication Studies & Research

Rani Durgavati University, Jabalpur

B.A. (HONS) IN MASS COMMUNICATION

Semester VI

Syllabus

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

Course	Subject	Credit	Theory	CCE	Total Marks
Course 26	Development communication.	05	60	40	100
Course 27	Film journalism.	05	60	40	100
Course 28	Editorial & Feature Writing	05	60	40	100
Course 29	Newspaper management.	05	60	40	100
Course 30	Practical & Viva- voce	04	60	40	100
		24	300	200	500

COMPONENT - B - CCE

Marks

1.	Course - 26	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

2.	Course - 27	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

3.	Course - 28	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

4.	Course - 29	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

5.	Course - 30	1. Assignment in each Course	30
		2. Field Visit	10

Total – 40

B.A. Mass Communication Sixth Semester

Course 26

DEVELOPMENT COMMUNICATION

Credit – 05

Marks- 60

Unit 1

- * Concept of development
- * Development Indicators
- * Approaches to development
- * Problems of development
- * Development Policy and Planning

Unit 2

- * Development Journalism: concept & relevance
- * Development communication: Meaning
- * Strategies in development communication

Unit 3

- * Social, cultural and economic barriers of development communication
- * Use of media and inter-personal communication

Unit 4

- * Traditional media
- * Awareness in Tribal & weaker sections

Unit 5

- * Areas of rural journalism: health, agriculture, Panchayati raj, Population
- * Campaigns and their evaluation

B.A. Mass Communication Sixth Semester

Course 27

FILM JOURNALISM

Credit – 05

Marks- 60

Unit 1

The birth of cinema

- * Lumier brother's package
- * The Grand father of Indian cinema: Dada Saheb Phalke
- * The silent era (1896-1930)
- * The talkie era and decade wise trend up to 1990
- * The new trends in Indian cinema (1991-2007)

Unit 2

The brief study and analysis of trend setter film directors

- V Shantaram ● Sohrab Modi ● Mehboob Khan ● Vijay Bhatt ● Wadia brothers ● Raj Kapoor ● Gurudutt ● Bimal Roy ● Satyajit Ray ● B. R. Chopra ● Yash Chopra ● Hrishikesh Mukherjee ● Chetan Anand ● Basu Chatterjee ● Sai Paranjape ● Guljar ● Basu Bhattacharya ● Mahesh Bhatt ● Ramesh Sippy ● Shyam Benegal ● Ketan Mehta ● Govind Nihlani ● Suraj Barjatya ● Vidhu Vinod Chopra ● J P Dutta ● Sanjay Leela Bhansali ● Ramgopal Verma ● Karan Jojar ● Aditya Chopra ● Raj kumar santoshi ● Rakesh Mehra ● Rj kumar Hirani

Unit 3

Film as an art

- * Film and painting
- * Film and theatre
- * Film and literature
- * Film and music
- * Film and its kinds of nature

Unit 4

* Film language and grammar

- (A) Shot, scene & cut,
- (B) Camera Distance,
- (C) Camera Angles,
- (D) Camera movements
- (E) Lighting

- (F) Sound in films
- (G) Film Editing devices
- * Film institutions in India
- * Film festivals (National and International)
- * Film awards
- * Film censorships

Unit 5

Detail study of following films as text - films

- Pinjra: V Shantaram
- Boot Polish: Raj Kapoor
- Kagaj Ke Phool: Gurudutt
- Bandini : Bimal Roy
- Jalsa Ghar : Satyajit Ray
- Grih Pravesh : Basu Bhattacharya
- Buniyaad Serial: Ramesh Sippy
- Hunterwali: Wadia Bros.
- Ram Rajya: Vijay Bhatt
- Mother India: Mehboob Khan
- Anupma: Hrishikesh Mukherji
- Machis: Gulzar
- Shoukeen: Basu Chatterji
- Jakham: Mahesh Bhatt
- Bhumika: Shyam Benegal
- Aakrosh: Govind Nihlani
- Silsila: Yash Chopra
- 36 Chourngi lane: Aparna sen
- Katha: Sai Paranjpe
- Mirch Masala: Shyam Benegal
- Vivah: Suraj Badjatya
- Eklaya: V. Vinod Chopra
- Border: J.P. Dutta
- Sawariya: Sanjay Leela Bhansali
- Kank: Kran Johar
- Satya: Ram Gopal Verma
- Halla Bole: R Santoshi
- DDLJ: Aditya Chopra
- Chak de India: Shamit Amin

Economics of Indian cinema

B.A. Mass Communication Sixth Semester

Course 28

EDITORIAL & FEATURE WRITING

Credit – 05

Marks- 60

Unit 1

- * The Editorial Page: Its Importance
- * Main Contents of Editorial page
- * Editorial Policies.

Unit 2

- *Definition of Editorial
- * Style of Writing
- * Purpose of Editorial

Unit 3

- *Ethics of Editorial Writing
- *Eminent editors
- *Editor's Guild

Unit 4

- * Definition of a feature
 - *Features vis-a vis fiction and Literature
 - *Types of features- Descriptive, Historical, Personality
- * Distinction between feature news story and a feature article
- * Search for topics and material for feature

Unit 5

- * Titles, Leads and Slant in features
- * Planning a feature
- * Importance of human interest in features.
- * Concept of photo feature
- * Scope and approach to free lancing
for newspaper and magazines.

B.A. Mass Communication Sixth Semester

Course 29

NEWSPAPER MANAGEMENT

Credit – 05

Marks- 60

Unit 1

***Management**

Concept & Meaning of Management

6 m' of Management

Importance of Management for newspaper Industry

Unit 2

***Definition of Newspaper**

*** Newspaper as an Industrial Product, its unique features.**

*** Fundamental Problems of Newspaper Management.**

*** Basic Principles of Management and their application.**

Unit 3

***Newspaper & Periodical Organization.**

*** Structure and operation of Editorial department.**

*** Business Department.**

*** Advertising Department.**

Unit 4

*** Circulation Department, its importance and basic activities.**

*** Concept of ownership**

*** Its effect on Management.**

*** Newspaper printing department and its multiple activities.**

Unit 5

***Problems of small and language Newspapers.**

*** Conducting Local Surveys of Weekly, Small and Evening Newspaper**

***Press Commission Report I & II**

SIXTH SEMESTER
COURSE - 30

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voce: 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the Courses of Sixth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 26. Development Communication
2. Course – 27. Film Journalism
3. Course – 28. Editorial & Feature Writing
4. Course – 29. News Course Management